ORDER

Orders Order / Rev: 37127 Aft Order #: 08858019 Product Desc: OBAMA/P/D Estimate: 1687

> Flight Dates: 09/04/12 - 09/17/12 08/29/12 / 08/29/12 Original Date / Rev:

GENERAL Order Type:

Primary AE: Sales Office:

Sales Region:

KLAS

Mike Jones K-WAS National

GMMB Agency Name:

Buying Contact: Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast EOM/EOC Billing Cycle:

Agency Commission:

15%

00:15:00

Advertiser Name: Obama, Barack D-President

> Demographic: A35+ Product Codes: PO1

LV2 Priority: Revenue Codes:

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Totals	;
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Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/17/12	114	\$29,310.00	\$24,913.50	September 2012	114	\$29,310.00	\$24,913.50	0.00
					Totals	114	\$29,310.00	\$24,913.50	0,00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Drder Share	Share	Total
KLAS	30%	\$29,310.00
Market	100%	\$97,700.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$24,425.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,885.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 8	09/04/12	09/17/12	CBS This Mornin	g 7-9a CM	7-9a	MTWTF	:30	4	\$115.00LV2	0.00 NM	8	\$920.00
			CBS This Mornin	ng								
CBS Th	HS MRNG	-2<										
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09	/04/12	09/10/12	MTWTF~-	4	\$115.00	0.00						
Week: 09/	/11/12	09/17/12	MTWTF	4	\$115.00	0.00						
2 8	09/08/12	09/15/12		СМ	5 - 7a	S-	:30	1	\$50.00LV2	MM 00.0	2	\$100.00

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KLAS

Order / Rev:

37127

Advertiser:

Obama, Barack D-President

Alt Order #: Flight Dates: 08858019

Product Desc:

OBAMA/P/D

09/04/12 - 09/17/12

Estimate:

1687

n Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			CBS Early Show									
000 TH			CBS Early Show	≠ - Sat.								
	IS MRN:S					-						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/0 Week: 09/1		09/09/12 09/16/12	S- S-	1	\$50.00 \$50.00	0.00 0.00				i		
				<u> </u>			.20		C475 001 VO	0.00 1114	40	C4 750 0
3 8	09/04/12	2 09/17/12	Live W/Kelly	CM	9-10a	MTWTF	:30	5	\$175.00 LV2	0.00 NM	10	\$1,750.0
L IV /=: VA.F	TH KELL	v	Live With Regis	& Kelly								
			Montelana	CooleAMeel	Data	Dating						
<u>اده:</u> Week: 09/0	rt Date	End Date 09/10/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$175,00	Rating 0.00						
week: 09/1 Week: 09/1		09/10/12	MTWTF	5	\$175.00	0.00						
	_	2 09/17/12		CM			:30	5	\$425.00LV2	0.00 NM	10	\$4,250.00
4 8	09/04/12	2 09/1//12			11a-12p	MTWTF	.30	5	\$425.00LV2	0.00 14101	10	\$4,250.0
VOLING	&RESTL	E66	Young & Restles	SS								
			Mankala	Consta Atto ale	Data	Dating						
	rt Date	End Date	Weekdays MTWTF	Spots/Week	<u>Rate</u> \$425.00	Rating						
Week: 09/0		09/10/12 09/17/12	MTWTF	5 5	\$425.00	0.00 0.00						
Week: 09/				 			+20		¢175 001 V0	0.00 5154	10	04 7E0 0
5 8	09/04/12	2 09/1//12	8 News Now No		12-1230p	MTWTF	:30	5	\$175.00LV2	0.00 NM	10	\$1,750.0
o NION	NOON		8 News Now No	on IVI-E								
8-NOW		E-10 %	MAI - Indiana	Carte Salar II	D-1-	Deline						
	<u>rt Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/0		09/10/12	MTWTF	5	\$175.00	0.00						
Week: 09/		09/17/12	MTWTF	5	\$175.00	0.00						
6 8	09/04/1	2 09/17/12			1230-2p	MTWTF	:30	5	\$300.00 LV2	0.00 NM	10	\$3,000.0
			Soaps / Let's Ma	ake A Deal	(12:30 PM-1	:00 PM)						
BOLD&	BEAUTIF	UL<								ŀ		
	rt Date	<u>End Date</u>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/0		09/10/12	MTWTF	5	\$300.00	0.00				1		
Week: 09/	11/12	09/17/12	MTWTF	5	\$300.00	0.00						
7 8	09/04/13	2 09/17/12	The Talk 2-3P	CM	2-3p	MTWTF	:30	5	\$275.00 LV2	0.00 NM	10	\$2,750.0
			The Talk									
TALK-CI	BS											
<u>Star</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 09/0	04/12	09/10/12	MTWTF	5	\$275.00	0.00			1			
Week: 09/	11/12	09/17/12	MTWTF	5	\$275.00	0.00						
8 8	09/04/1	2 09/17/12	Ellen	CM	3-4p	MTWTF	:30	5	\$250.00LV2	0.00 NM	10	\$2,500.00
			Ellen									
ELLEN												
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/0	04/12	09/10/12	MTWTF	5	\$250.00	0.00						
Week: 09/	11/12	09/17/12	MTWTF	5	\$250.00	0.00						
9 8	09/08/1	2 09/15/12	Politics Now S S	Sebelius CM	Various	s-	:30	1	\$175.00 LV2	0.00 NM	2	\$350.0
			Politics Now S S	Sebelius	(5:30 PM-6:	00 PM)						
AVG. AL	L WKS/I	NSIDER WI	К			·						
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/0		09/09/12	S-	1	\$175.00	0.00						
Week: 09/	10/12	09/16/12	 -\$-	1	\$175.00	0.00						
10 8		2 09/16/12	Sun 530-6p Ins I	Ed Wkn¢M	530-6p	- S	:30	1	\$100.00LV2	0.00 NM	2	\$200.0
			Inside Edition W									
AVG. AL	L WKS											
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/0		09/09/12	S	1	\$100.00	0.00						
		09/16/12	S	1	\$100.00	0.00				1		
		2 09/17/12	8 News Now 4p	M-F CM	4-5p	MTWTF	:30	2	\$225.00LV2	0.00 NM	4	\$900.0
Week: 09/			8 News Now 4p		(4:30 PM-5:			_			•	
Week: 09/			ip		,	,						
Week: 09/ 11 8	430PM<											
Week: 09/ 11 8 8-NOW			Weekdavs	Spots/Week	Rate	Rating						
Week: 09/ 11 8 8-NOW Sta	rt Date	End Date	Weekdays MTWTF	Spots/Week 2	<u>Rate</u> \$225,00	Rating 0.00						
Week: 09/ 11 8 8-NOW Star Week: 09/	<u>rt Date</u> 04/12	End Date 09/10/12		Spots/Week 2 2	\$225,00							
Week: 09/ 11 8 8-NOW Sta	<u>rt Date</u> 04/12 11/12	End Date	MTWTF	2	\$225,00	0.00	:30	5	\$225.00LV2	0.00 NM	10	\$2,250.0

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KLAS

Totals

\$29,310.00

114

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Obama, Barack D-President

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Product Desc:

OBAMA/P/D

Flight Dates: 09/04/12 - 09/17/12

Estimate:

1687

Ln Ch Start End INSIDE EDITION<	Inventory Code	Break Start/	End Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Da</u> Week: 09/04/12 09/10/1 Week: 09/11/12 09/17/1	2 MTWTF	<u>/Week Ra</u> 5 \$225. 5 \$225.	0.00						
13 8 09/04/12 09/17/	<u> </u>	CM 7-8p	MTWTF-	- :30	5	\$250.00LV2	0.00 NM	10	\$2,500.00
VARIOUS	la Martalana Octob	AA41- D-	D-6						
Start Date End Date Week: 09/04/12 09/10/1		<u>/Week Ra</u> 5 \$250.							
Week: 09/11/12 09/17/1		5 \$250. 5 \$250.							
	12 Sat 7-8p - ET Wknd Ent Tonight Weekend	CM 7-8p	 -S	- :30	1	\$115.00LV2	0.00 NM	2	\$230.00
ENT TONIGHT 60< Start Date End Da	te Weekdays Spots	/Week Ra	ite Rating						
Week: 09/03/12 09/09/1		1 \$115.							
Week: 09/10/12 09/16/1	2S-	1 \$115.	00.00						
15 8 09/04/12 09/11/	12 Tue 10-11p Tue 10-11p	CM 10-11p	-T -	- :30	1	\$900.00LV2	0.00 NM	2	\$1,800.00
UNFORGTBLE-CBS	te <u>Weekdays</u> Spots	/Week Ra	to Doting						
Start Date End Da Week: 09/03/12 09/09/1		<u>/Week Ra</u> 1 \$900.							
Week: 09/10/12 09/16/1		1 \$900.	• • • • •						
16 8 09/05/12 09/05/	12 Wed 8-9p Big Brother	CM 8-9p	W	- :30	1	\$1,300.00LV2	0.00 NM	1	\$1,300.00
AVG. ALL WKS Start Date End Da	te Weekdays Spots	/Week Ra	ite Rating						
Week; 09/03/12 09/09/1		1 \$1,300.							
17 8 09/13/12 09/13/		CM 9-10p	T	- :30	1	\$1,300.00LV2	0.00 NM	1	\$1,300.00
PERSON-INT-CBS									
Start Date End Date Week: 09/10/12 09/16/1		Week Ra							
18 8 09/08/12 09/15/		1 \$1,300. CM 10-11P	S	- :30	1	\$650.00LV2	0.00 NM	2	\$1,300.00
48HR MSTRY-CBS	48 Hours Mystery	0.01	3	.50		3030.00242	0.00 14141	-	\$1,000.00
Start Date End Da	<u>te Weekdays Spots</u>	<u>/Week Ra</u>	<u>ite</u> <u>Rating</u>						
Week: 09/03/12 09/09/1		1 \$650.							
Week: 09/10/12 09/16/1	2S- 12 137-237a M-F Nate Berk	1 \$650. ©M 137-23		- :30	2	\$20.00LV2	0.00.004	,	¢00.00
19 8 09/04/12 09/17/	Nate Berkus		л-2:37 XM)	30	2	\$20.00LV2	0.00 14101	4	\$80.00
NATE BERKUS<		,	,						
Start Date End Da			<u>ite Rating</u>						
Week: 09/04/12 09/10/1		2 \$20.							
Week: 09/11/12 09/17/1 20 8 09/08/12 09/15/				- :30	1	\$25.00LV2	0.00 NM	2	\$50.00
BROTHRS&SISTRS<	an this highest	(12.007	1.00 / 141/						
Start Date End Da	te <u>Weekdays</u> <u>Spots</u>	/Week Ra	te Rating						
Week: 09/03/12 09/09/1		1 \$25.							
Week: 09/10/12 09/16/1		1 \$25.		r .nc		645 0011/0	0.00 1111		600.00
21 8 09/09/12 09/16/	12 Sun 105-205a Bros/Siste Brothers & Sisters		5а ! И-2:05 XM)	S :30	1	\$15.00LV2	0.00 NM	2	\$30.00
VARIOUS	סוטווופוז מ סוגופוג	(1.05 Af	VI-2.00 AIVI)						
Start Date End Da	te <u>Weekdays</u> <u>Spots</u>	/Week Ra	ite <u>Rating</u>						
Week: 09/03/12 09/09/1		1 \$15.							
Week: 09/10/12 09/16/1	2\$	1 \$15.	00 0.00					l	